

FIG. 1

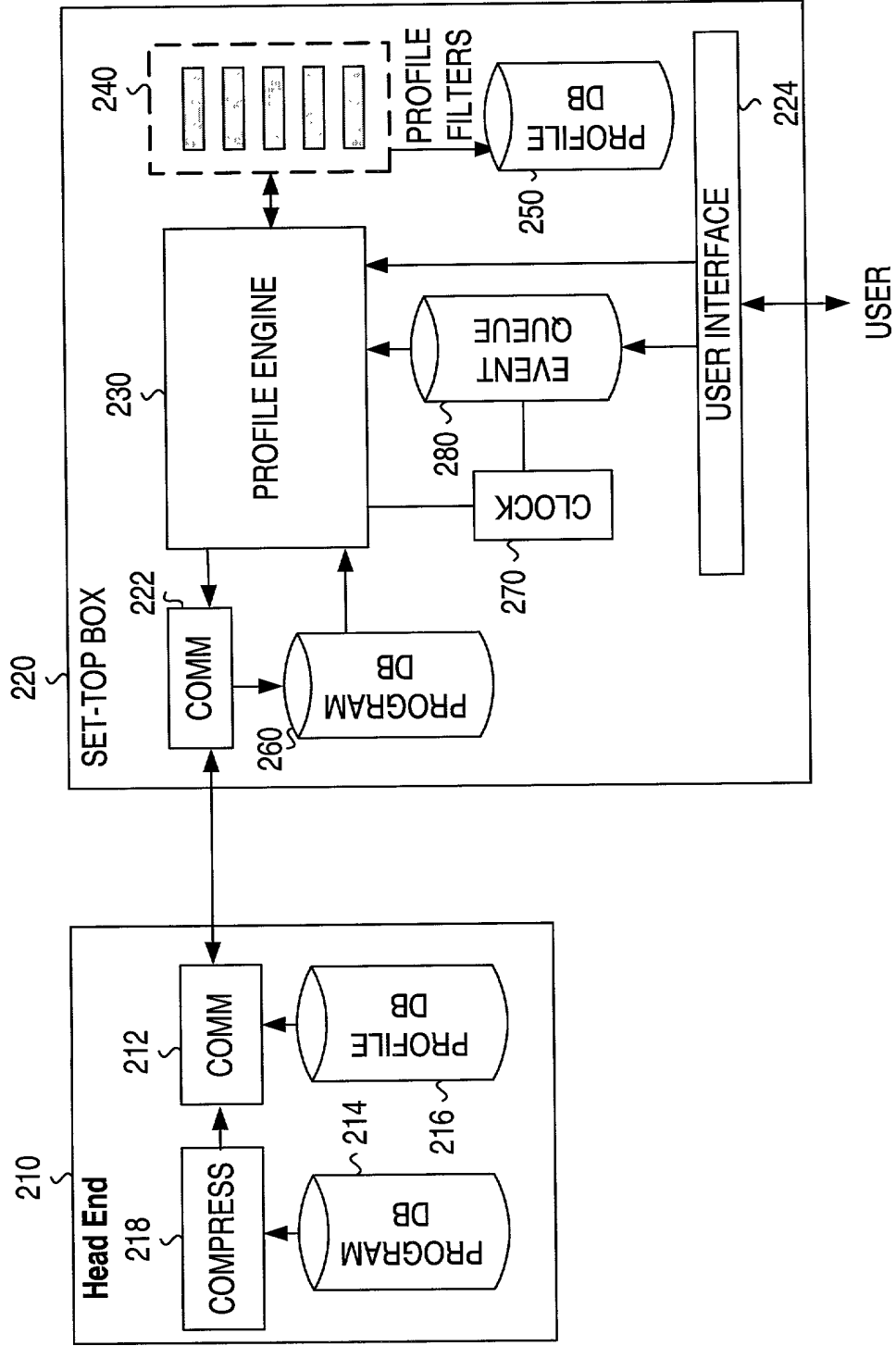


FIG. 2A

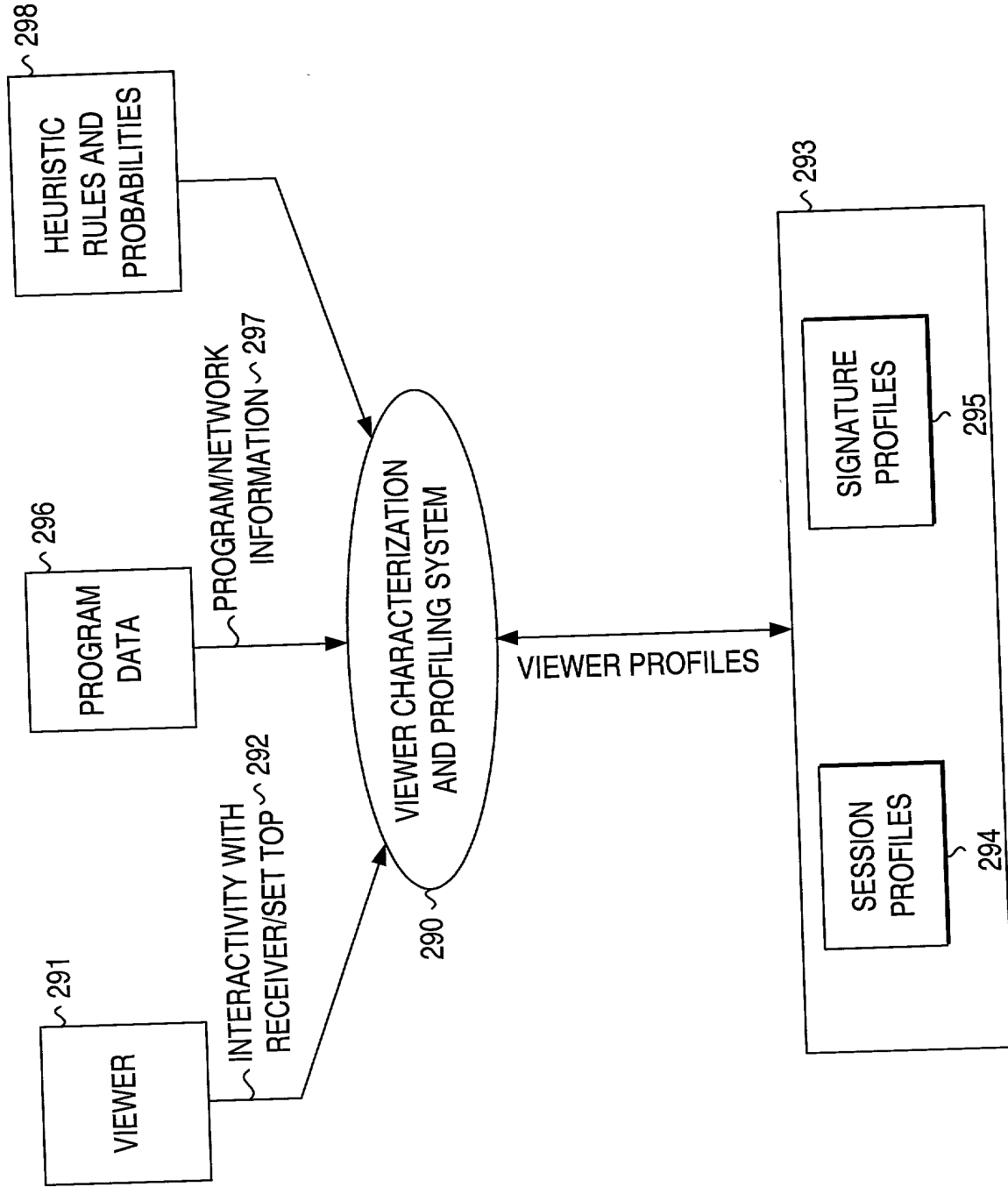


FIG. 2B

	300	302	304	306	308
	⌋	⌋	⌋	⌋	⌋
310 ~	<b>NAME</b>	<b>TYPE</b>	<b>SIZE</b>	<b>FLAGS</b>	<b>DESCRIPTION</b>
312 ~	UPCI	INT	2	R	USER PERCEIVED CHANNEL INDICATOR
	BPID	INT	2	R	BROADCAST PROGRAM ID

**FIG. 3A** CHANNEL MAP TABLE FORMAT

310 ~	UPCI	02	03	04	05	06
312 ~	BPID	27	61	13	47	99

**FIG. 3B** CHANNEL MAP TABLE

	400	402	404	406	408
	NAME	TYPE	SIZE	FLAGS	DESCRIPTION
410 ~	NET_ID	LONG INT	4	UR	UNIQUE RECORD ID
412 ~	NET_NAME	STRING	40	R	LONG NETWORK NAME
414 ~	NET_CALL	STRING	12	R	SHORT NETWORK NAME THAT APPEARS ON REPORTS
416 ~	NET_REF	LONG INT	4	U	CHANNEL REFERENCE NUMBER. IF THE VALUE IS SPECIFIED, IT MUST BE UNIQUE.

**FIG. 4A** NETWORK TABLE FORMAT

410 ~	NET_ID	0001	0002
412 ~	NET_NAME	WHYY FOX 45 PHILADELPHIA	WKYW NBC 3 PHILADELPHIA
414 ~	NET_CALL	FOX 45	NBC 3
416 ~	NET_REF		0123

**FIG. 4B** NETWORK TABLE

500	502	504	506	508	
	NAME	TYPE	SIZE	FLAGS	
				DESCRIPTION	
510	BID_ID	LONG INT	4	UR	UNIQUE RECORD ID
512	BID_BPID	SHORT INT	2	R	BROADCAST PROGRAMMING ID
514	BID_BDMNUM	LONG INT	4	R	FOREIGN KEY-BROADCAST DOMAIN NUMBER
516	BID_NETID	LONG INT	4	R	FOREIGN KEY-NETWORK RECORD ID

FIG. 5A

510	BID_ID	0001	0002	0003	0004
512	BID_BPID	27	61	13	47
514	BID_BDMNUM	0001	0001	0001	0002
516	BID_NETID	0123	0403	0002	7312

FIG. 5B

	600 NAME	602 TYPE	604 SIZE	606 FLAGS	608 DESCRIPTION
610	PRG_ID	LONG INT	4	UR	UNIQUE RECORD ID
612	PRG_START	LONG INT	4	R	START DATE/TIME OF THE PROGRAM AS THE NUMBER OF SECONDS SINCE 1/1/1970
614	PRG_END	LONG INT	4	R	END DATE/TIME OF THE PROGRAM AS THE NUMBER OF SECONDS SINCE 1/1/1970
616	PRG_NETID	LONG INT	4	R	FOREIGN KEY - RECORD ID FROM NETWORK TABLE
618	PRG_TITLE	STRING	40	-	PROGRAM TITLE

**FIG. 6A** PROGRAM TABLE FORMAT

610	PRG_ID	0423	0424	0425
612	PRG_START	8732	4214	9176
614	PRG_END	8999	4714	9476
616	PRG_NETID	0001	0002	0001
618	PRG_TITLE	THE SIMPSONS	LAW & ORDER	X-FILES

**FIG. 6A**

8/38

	700 S	702 S	704 S	706 S	708 S
	NAME	TYPE	SIZE	FLAGS	DESCRIPTION
710 ~	VERSION	INT	2	R	CHANNEL MAP VERSION NUMBER
712 ~	COUNT	INT	2	R	NUMBER OF RECORDS IN THE CHANNEL MAP
714 ~	SIZE	INT	2	R	RECORD SIZE IN BYTES

FIG. 7A

	720 S	722 S	724 S	726 S	728 S
	NAME	TYPE	SIZE	FLAGS	DESCRIPTION
730 ~	UPCI	INT	2	R	USER PERCEIVED CHANNEL INDICATOR
732 ~	BPID	INT	2	R	BROADCAST PROGRAM ID
734 ~	NETCALL	CHAR	12	R	NETWORK CALL SIGN
736 ~	NETREF	LONG INT	4	R	NETWORK REFERENCE NUMBER
738 ~	NETIDX	LONG INT	4	R	INDEX OF THE NETWORK IN THE PROGRAM TABLE

FIG. 7B



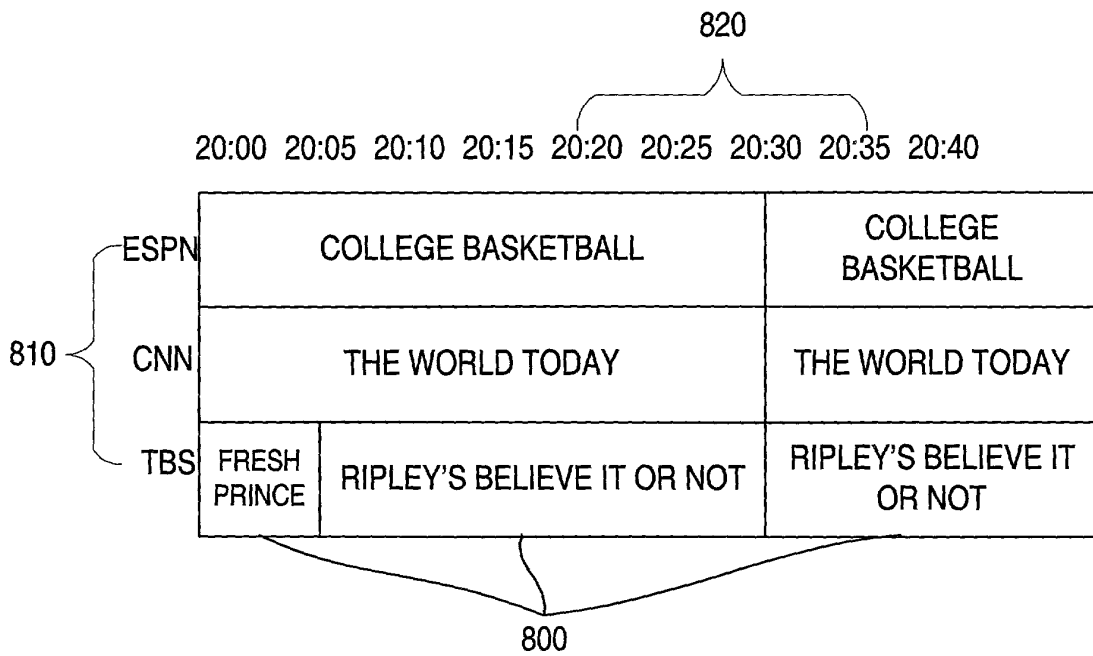


FIG. 8

	900 S	902 S	904 S	906 S	908 S
	NAME	TYPE	SIZE	FLAGS	DESCRIPTION
910 ~	VERSION	INT	2	R	PROGRAM TABLE VERSION NUMBER.
912 ~	SLOTSIZE	INT	2	R	NUMBER OF MINUTES PER SLOT.
914 ~	SLOTCOUNT	INT	2	R	NUMBER OF SLOTS.
916 ~	STARTDATE	LONG INT	4	R	STARTING DATE/TIME OF PROGRAM TABLE.
918 ~	NETCOUNT	INT	2	R	NUMBER OF NETWORKS PER SLOT.

**FIG. 9A**

	920 S	922 S	924 S	926 S	928 S
	NAME	TYPE	SIZE	FLAGS	DESCRIPTION
930 ~	NETREF	LONG INT	4	R	NETWORK REFERENCE NUMBER
932 ~	TYPE	INT	2	R	PROGRAM TYPE
934 ~	PRGID	LONG INT	4	R	PROGRAM ID

**FIG. 9A**

	1000 S	1002 S	1004 S	1006 S	1008 S
	NAME	TYPE	SIZE	FLAGS	DESCRIPTION
1010 ~	VERSION	INT	2	R	PROGRAM TABLE VERSION NUMBER
1012 ~	STARTDATE	LONG INT	4	R	STARTING DATE/TIME OF PROGRAM TABLE
1014 ~	DURATION	INT	2	R	DURATION OF THE PROGRAM TABLE IN MINUTES
1016 ~	NETCOUNT	INT	2	R	NUMBER OF NETWORKS

**FIG. 10A** VARIABLE LENGTH PROGRAM HEADER

	NAME	TYPE	SIZE	FLAGS	DESCRIPTION
1020 ~	NETREF	LONG INT	4	R	NETWORK REFERENCE NUMBER
1022 ~	COUNT	INT	2	R	NUMBER OF PROGRAMS FOR THIS NETWORK

**FIG. 10B** VARIABLE LENGTH NETWORK HEADER

	NAME	TYPE	SIZE	FLAGS	DESCRIPTION
1030 ~	START	INT	2	R	START TIME EXPRESSED AS DIFFERENCE FROM HEADER
1032 ~	DURATION	INT	2	R	DURATION OF PROGRAM IN MINUTES
1034 ~	TYPE	INT	2	R	PROGRAM TYPE
1036 ~	PRGID	LONG INT	4	R	PROGRAM ID

**FIG. 10C** VARIABLE LENGTH DATA RECORD

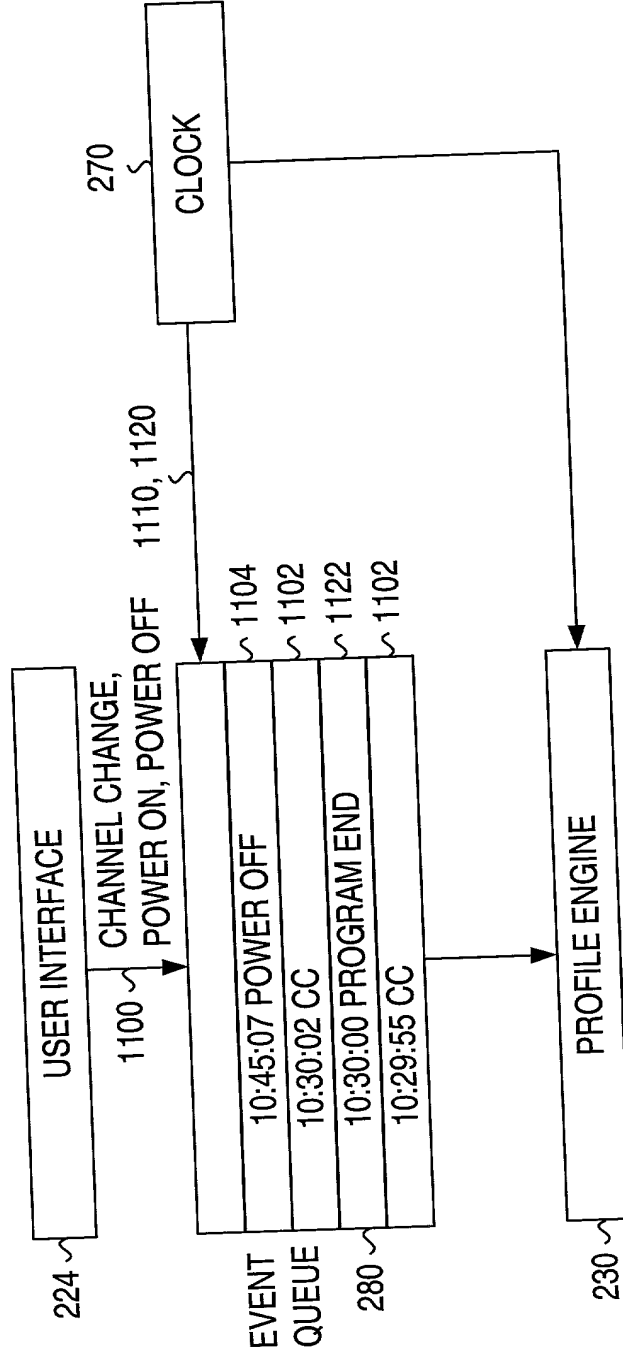


FIG. 11

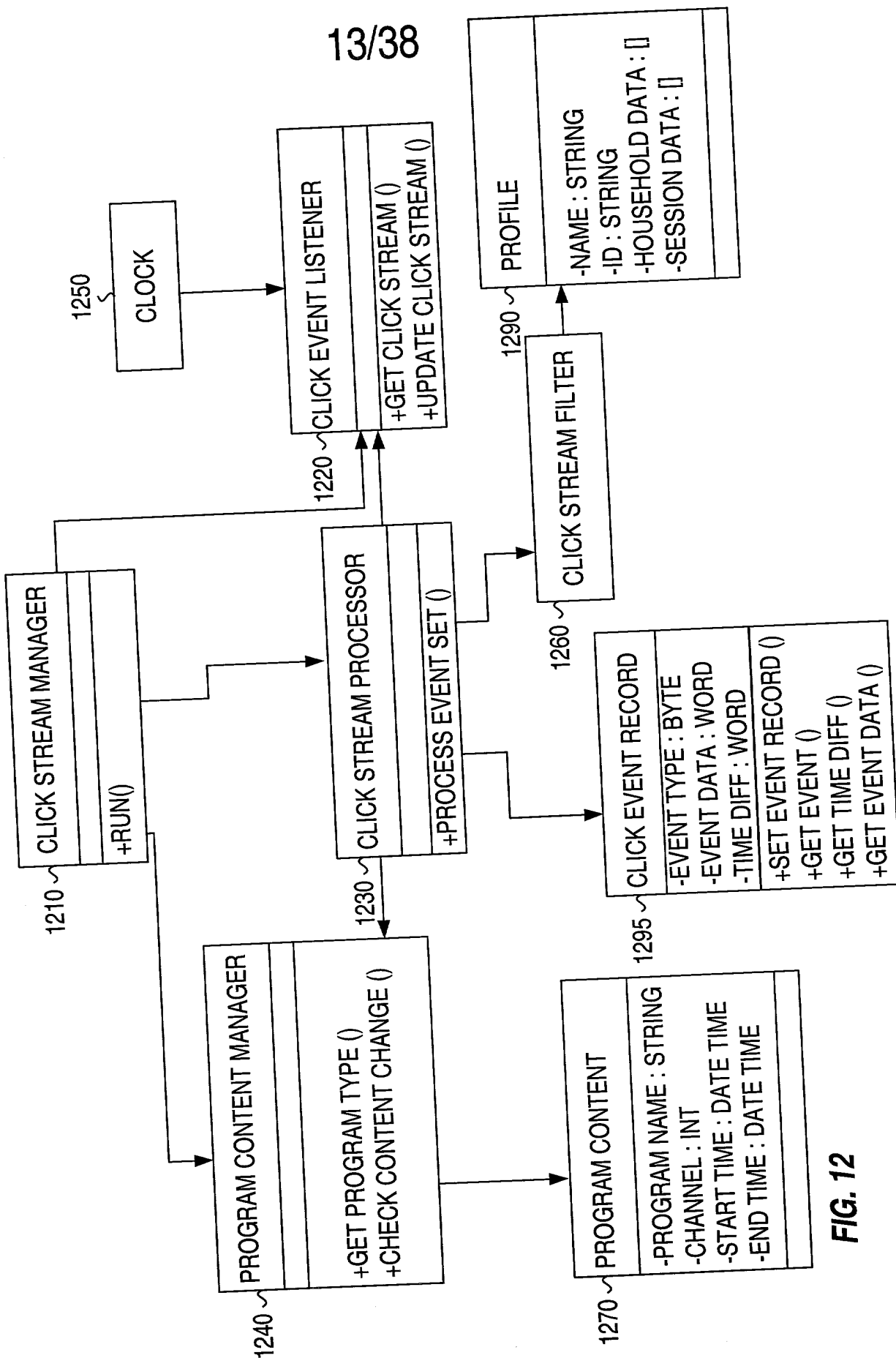


FIG. 12

1310 S <b>Genre</b>	1320 S <b>Category</b>
Comedy	movie
	network series
	syndicated
	TV movie
Sports	baseball
	basketball
	football
	hockey
	sports related

FIG. 13

1400		1410		1420		1430	
TV DATA						VCPS	
TYPE	CATEGORY	GENRE		CATEGORY			
MI	COMEDY	COMEDY		TV MOVIE			
SY	COMEDY	COMEDY		SYNDICATED			
*	FASHION	ENTERTAINMENT		FASHION			
*	GARDENING	ART		HOBBIES			
*	WEATHER	NEWS		WEATHER			
OT	*	OTHER		OTHER			

FIG. 14

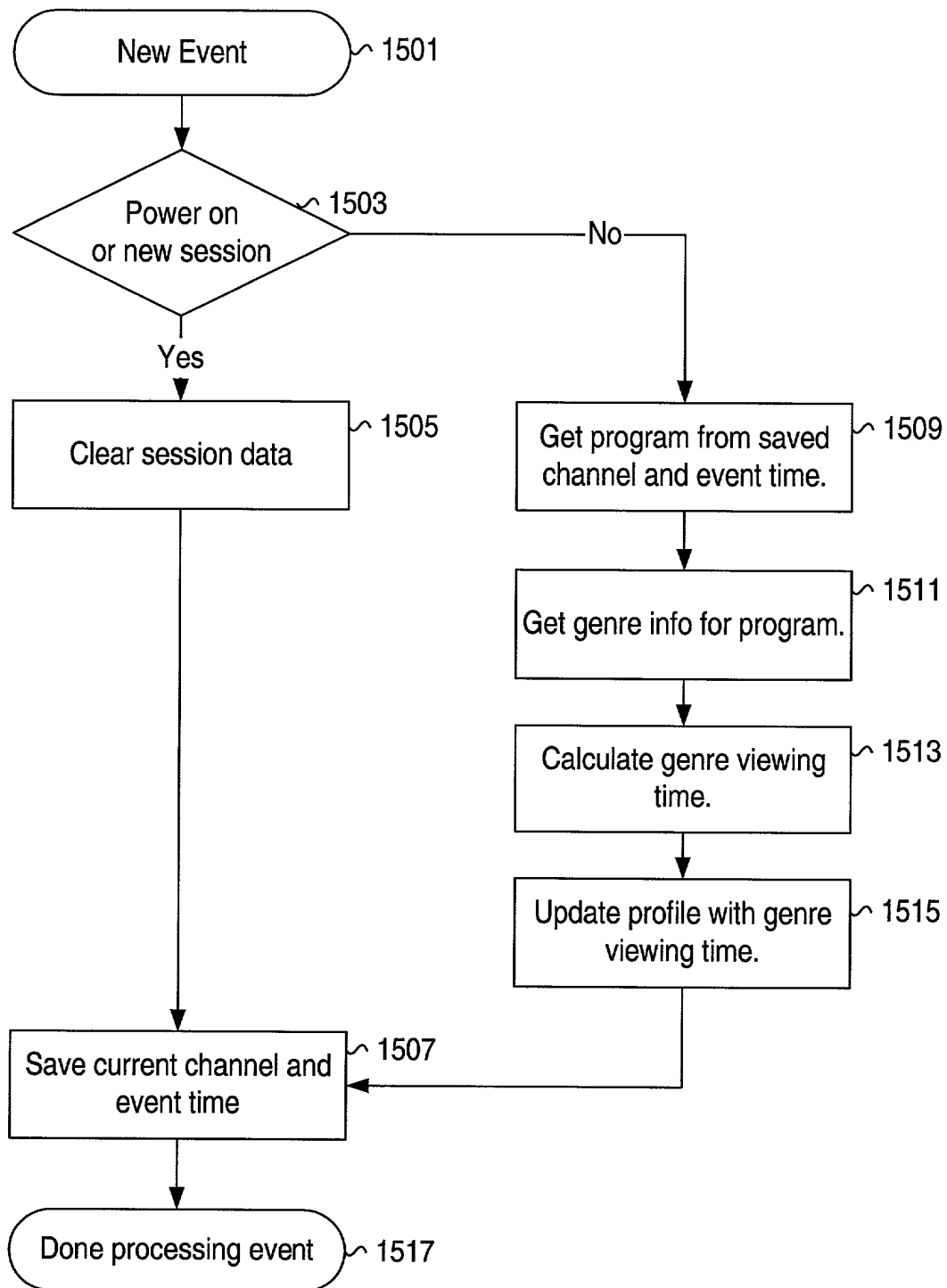


FIG. 15



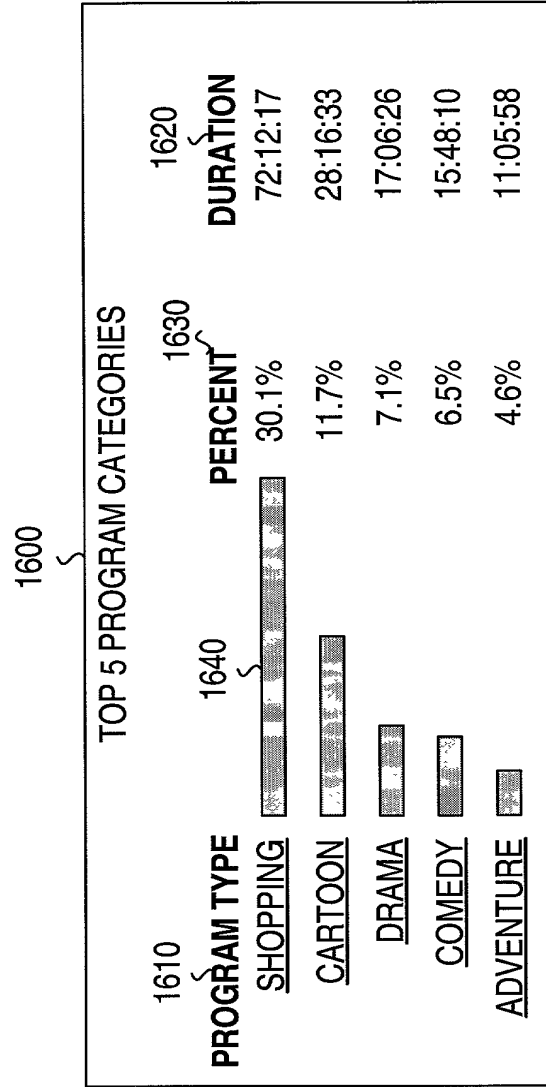


FIG. 16

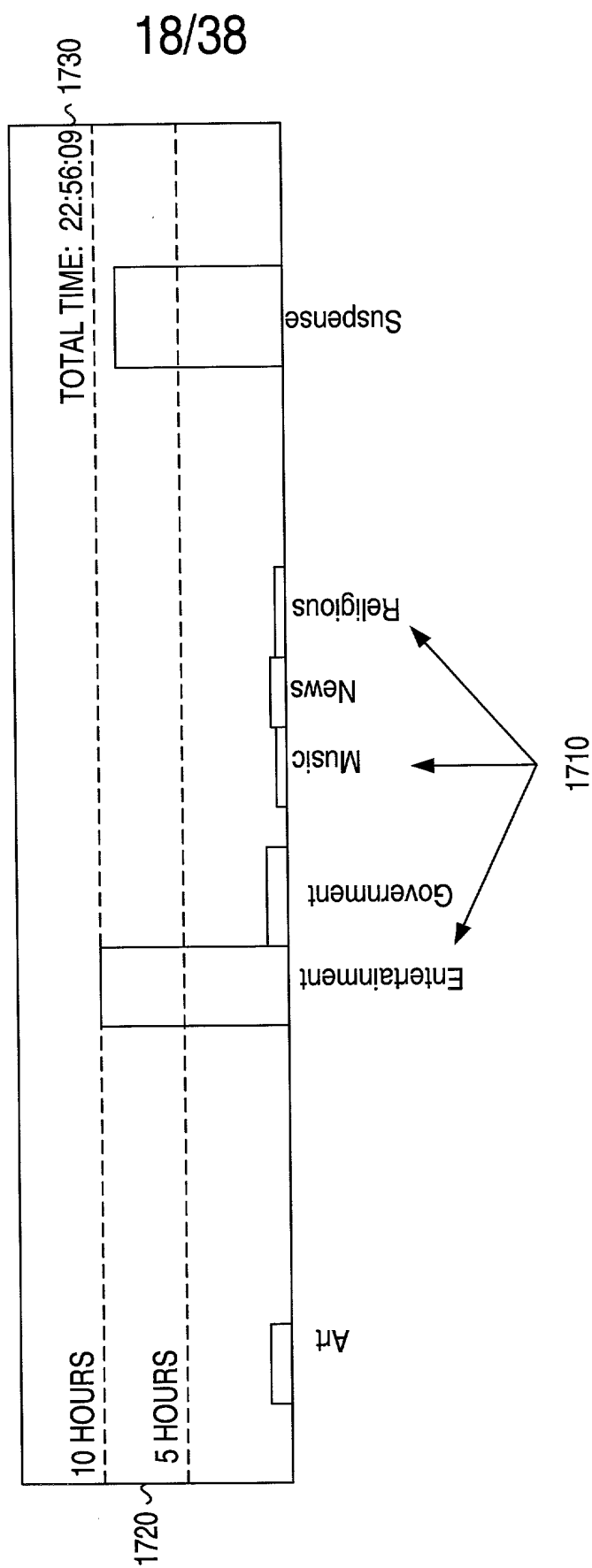


FIG. 17

19/38

		PROBABILITY		
1810		1812	1814	1816
<u>GENRE/CATEGORY</u>	<u>MAN</u>	<u>WOMAN</u>	<u>CHILD</u>	
ACTION:MOVIE	.40	.30	.30	
ART:LITERATURE	.30	.55	.15	
CHILDREN:GAME SHOW	.20	.20	.60	
NEWS:NEWS	.44	.36	.20	
SPORTS:BOXING	.80	.15	.05	

FIG. 18A

1820	1822	ADJUSTMENT	1824	1826
<u>DAY PART</u>	<u>MAN</u>	<u>WOMAN</u>	<u>CHILD</u>	
WEEKDAY 0100-0500	1.0	0.9	0.0	
WEEKDAY 0500-0900	1.0	1.0	0.6	
WEEKDAY 0900-1600	0.3	0.9	1.0	
WEEKDAY 1600-1800	0.6	1.0	1.0	
WEEKDAY 1800-1930	1.0	1.0	1.0	
WEEKDAY 1930-2000	1.0	1.0	1.0	
WEEKDAY 2000-2300	1.0	1.0	0.8	
WEEKDAY 2300-0100	1.0	1.0	0.3	
WEEKEND	1.0	1.0	1.0	

FIG. 18B

1830	1840	1850	1860
<u>ADJUSTED PROBABILITY</u>	<u>ADJUSTED SUM</u>	<u>PROBABILITY</u>	
MAN: 0.40 X 0.3 = 0.12		0.12 / 0.69 = 0.174	
WOMAN: 0.30 X 0.9 = 0.27	.12+.27+.30=.69	0.27 / 0.69 = 0.391	
CHILD: 0.30 X 1.0 = 0.30		0.30 / 0.69 = 0.435	

FIG. 18C

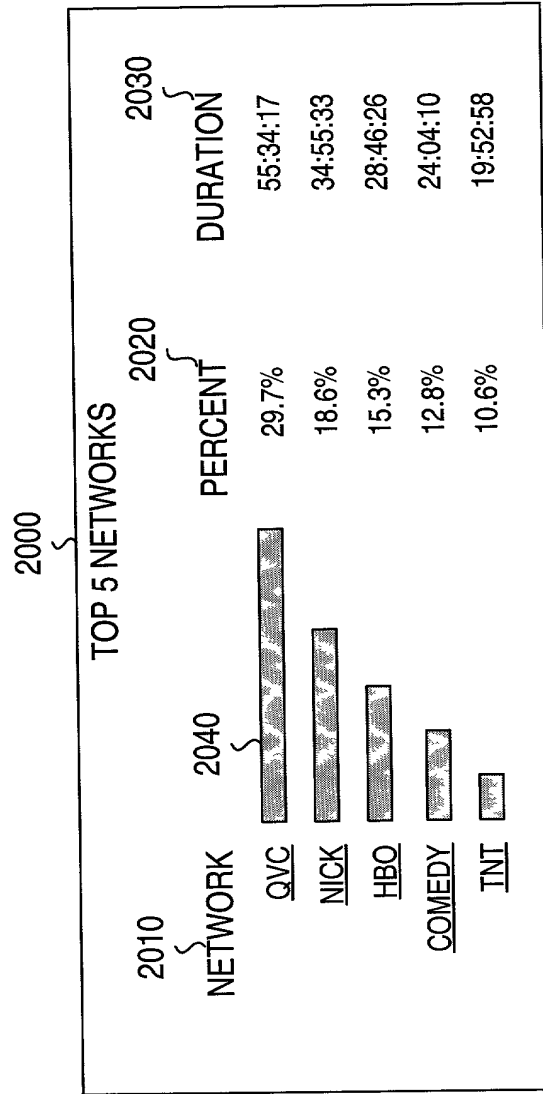
1910

1930

20/38

DEMOGRAPHIC GROUPS													
CATEGORIES	AGE			INCOME			SIZE			GENDER			
	0-10	10-18	... >70	0-20K	20-50K	... 50-100K	1	2	... >5	M	F		
	1920 }	NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.1	0.3	0.7
		FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.1	0.8	0.2
		FACTUAL :	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.4	0.4	0.6
	ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.2	0.1	0.3	0.5	0.5

FIG. 19



PREFERRED NETWORK PROFILE REPORT

FIG. 20

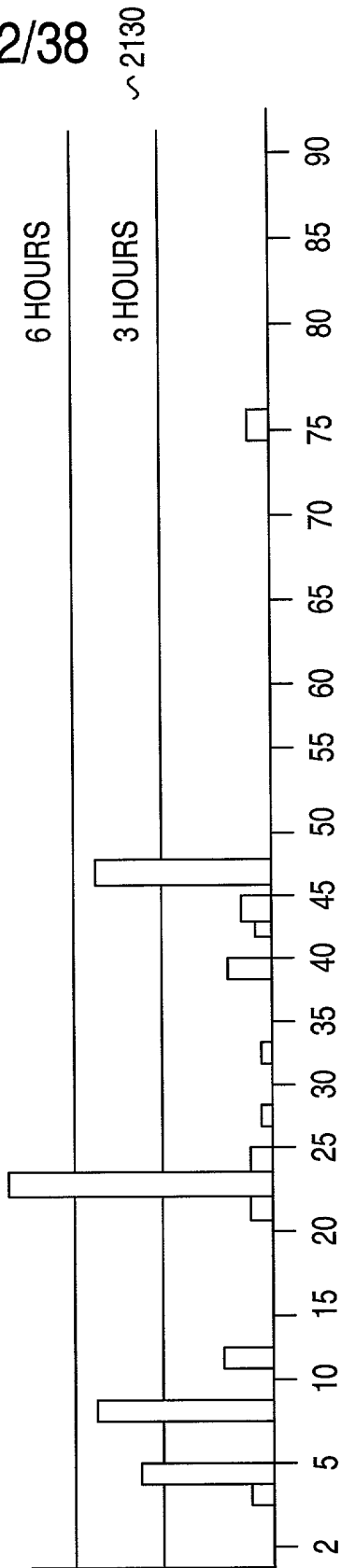
2110

2120

Weekday Day Part										
NETWORK	0100-0500	0500-0900	0900-1600	1600-1800	1800-1930	1930-2000	2000-2300	2300-0100		
CNN	0	0	0	173	1024	24	354	253		
ESPN	0	0	0	0	0	801	4518	1842		
FX	0	0	0	0	0	228	330	0		
NIK	0	589	1520	2007	103	0	0	0		

FIG. 21A

22/38



2140

FIG. 21B

2200

AVERAGE VIEWING STATSTICS		
2210	VIEWING DURATION	55 MINUTES
2220	CLICK FREQUENCY	7.7 PER 30 MINUTES
2230	HOLDING FACTOR	27%

FIG. 22A

2250

VIEWING DURATION PERCENTAGE  
BY DAY OF WEEK AND TIME OF DAY  
TOTAL DURATION: 84 HOURS~ 2255

2260

PERIOD	M	TU	W	TH	F	SA	SU
MIDNIGHT TO 4AM	0	0	0	0	0	0	0
4AM TO 8AM	0	0	3	0	0	1	0
8AM TO NOON	6	6	0	8	5	6	0
NOON TO 4PM	0	5	3	4	0	1	0
4PM TO 8PM	0	0	3	3	4	0	2
8PM TO MIDNIGHT	2	4	3	2	17	2	0

2270

2290

FIG. 22B

2300

CHANNEL CHANGE FREQUENCY BY DAY PART

2330

TOTAL CLICKS: 1120 ~ 2310

PERIOD	M	TU	W	TH	F	SA	SU
MIDNIGHT TO 4AM	0	0	0	0	0	0	0
4AM TO 8AM	0	0	2	6	3	1	0
8AM TO NOON	0	1	0	7	2	3	0
NOON TO 4PM	0	1	6	0	0	0	0
4PM TO 8PM	18	0	12	10	20	0	20
8PM TO MIDNIGHT	18	0	15	43	3	4	88

2320

2340

2350

FIG. 23



TOP 20 PROGRAMS BY HOLDING FACTOR				
2405		2410		2420
2400		2415		
PROGRAM TITLE	DWELL TIME	DURATION	HOLDING FACTOR	
3RD ROCK FROM THE SUN	1800	1800		100
U PICK NICKTOONS	2955	3600		82
BLUE'S CLUES	5078	7200		70
IN LIVING COLOR	3930	7200		54
WILD THORNBERRY'S	11215	21600		51
WILL & GRACE	913	1800		50
ACTION NEWS WIT JIM GARDNER	1800	3600		50
OH YEAH! CARTOONS!	1799	3600		49
ROCKET POWER	8807	18000		48
RUGRATS	7546	16200		46
BRADY BUNCH	2512	5400		46
REN & STIMPY	3266	7200		45

FIG. 24

26/38

2500 S Networks	2510 S Surf #1	2520 S Surf#2	2530 S Surf#3	2540 S Typical Order
CNN	3	3	2	2.67
ESPN	1	1	1	1.00
HIST	4	5	-	4.50
TBS	5	6	3	4.67
TLC	2	2	4	2.67

FIG. 25A

2500 S Network	2550 S Surf Sessions
CNN	2
ESPN	3
LIFE	0
TBS	3
TNT	1
USA	0

FIG. 25B

2500 S Network	2560 S Count	2570 S Total Dwell Time (s)
CNN	5	17
ESPN	8	39
FX	3	7
HIST	4	26
LIFE	2	2
TBS	5	24
USA	3	19

FIG. 25C

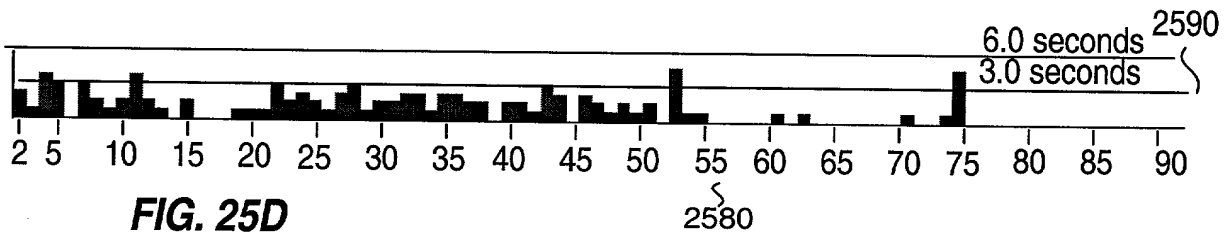


FIG. 25D

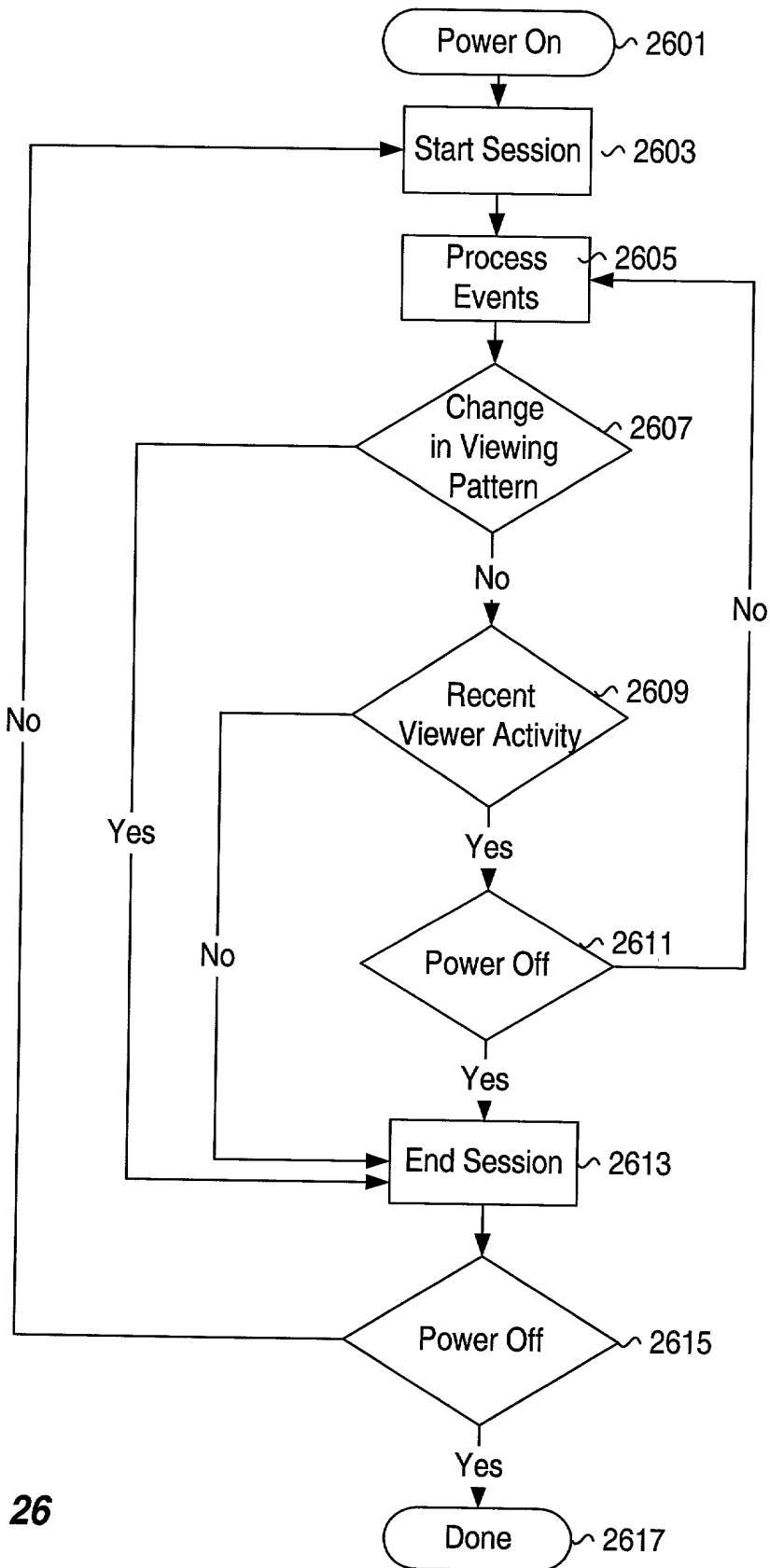
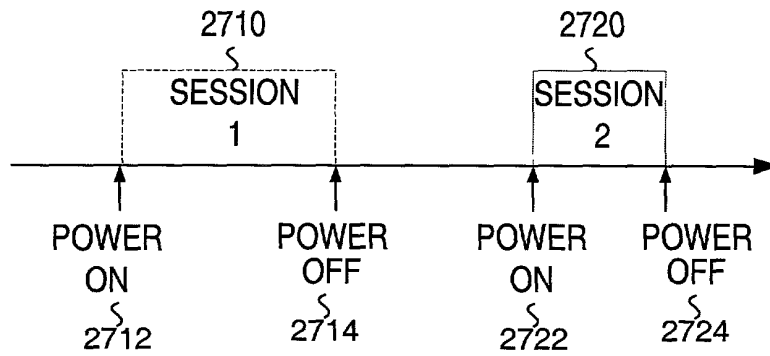
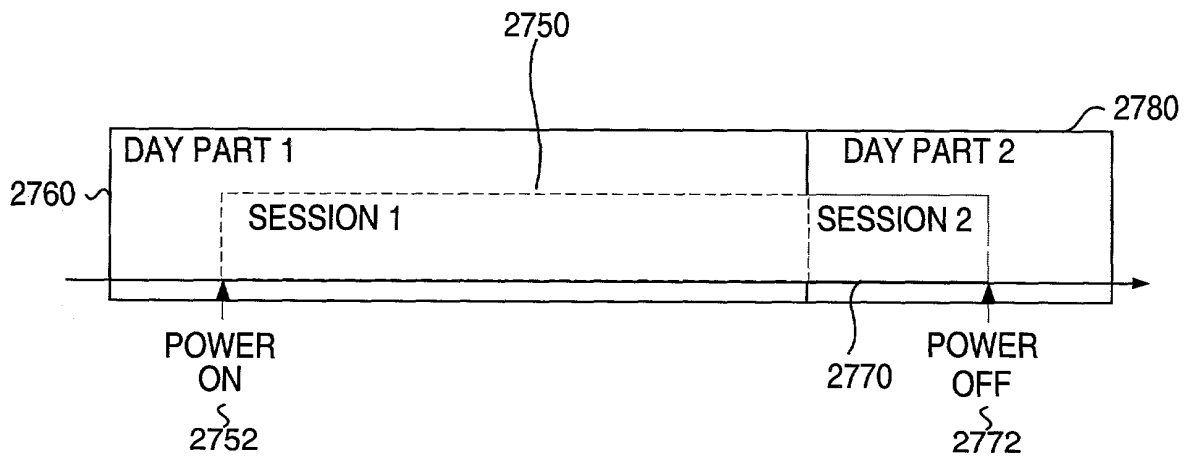


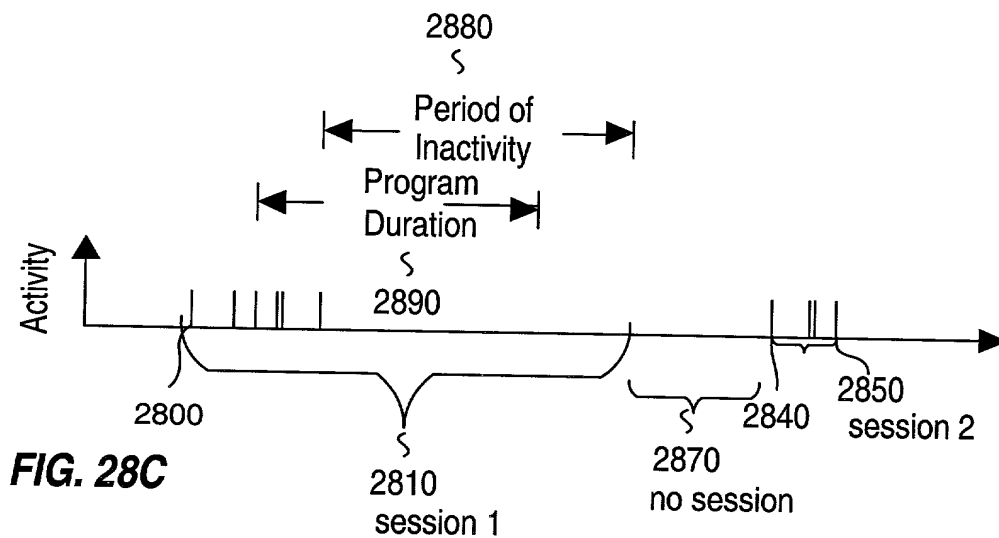
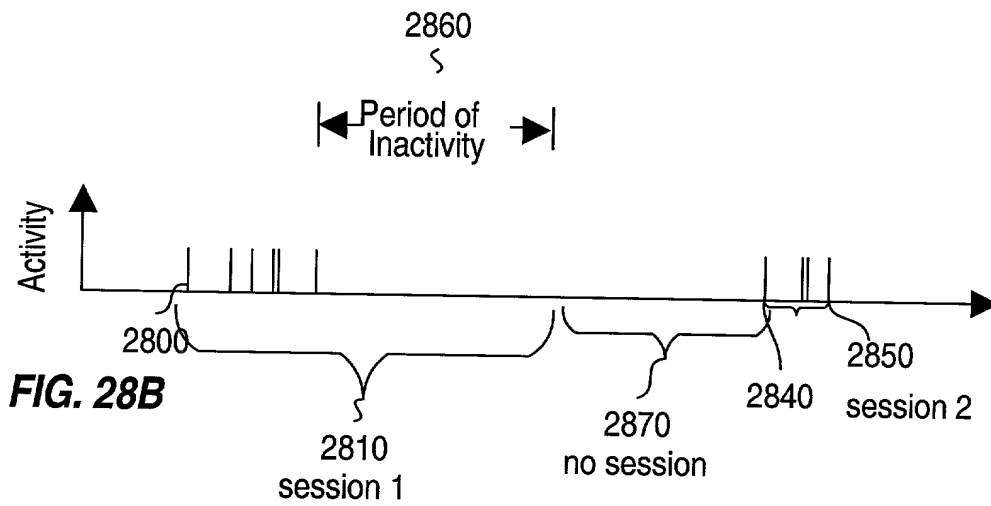
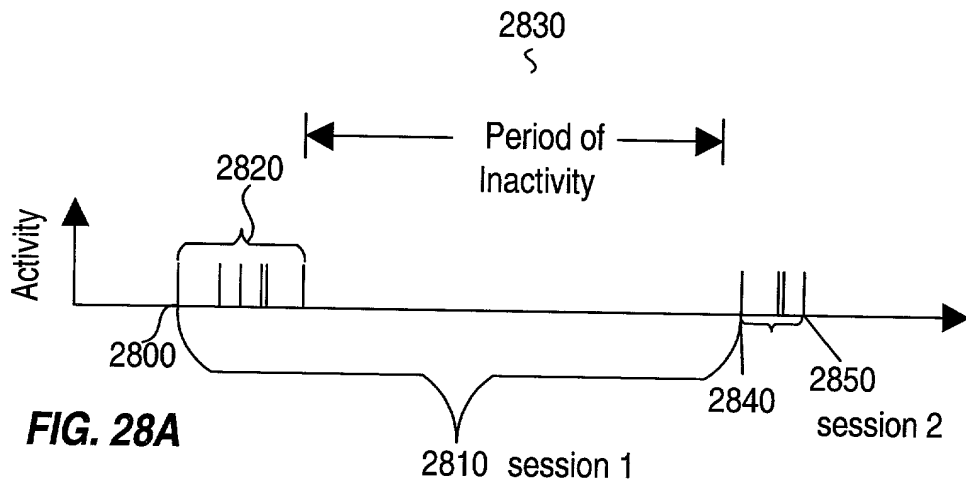
FIG. 26



**FIG. 27A**



**FIG. 27B**



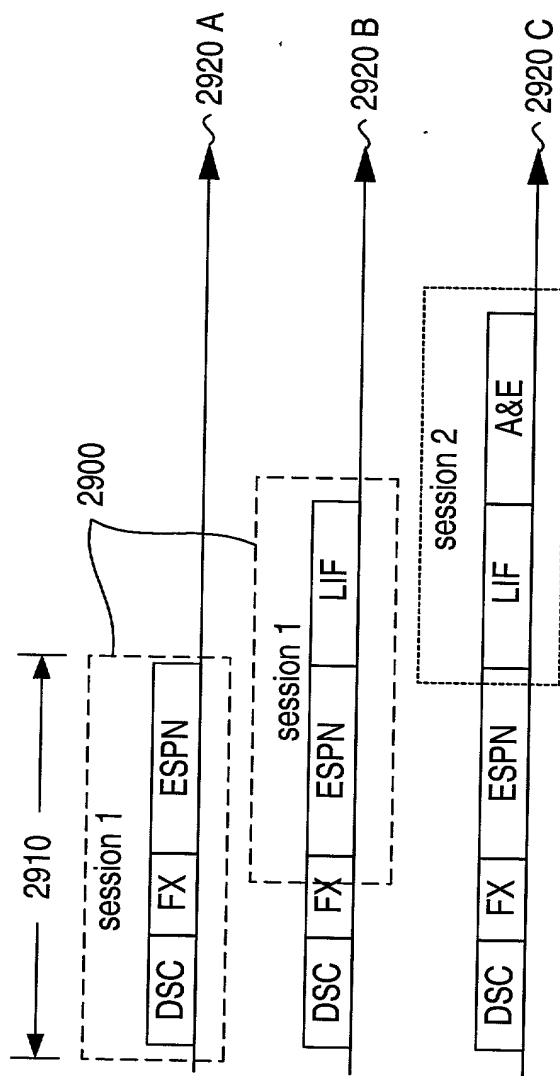


FIG. 29

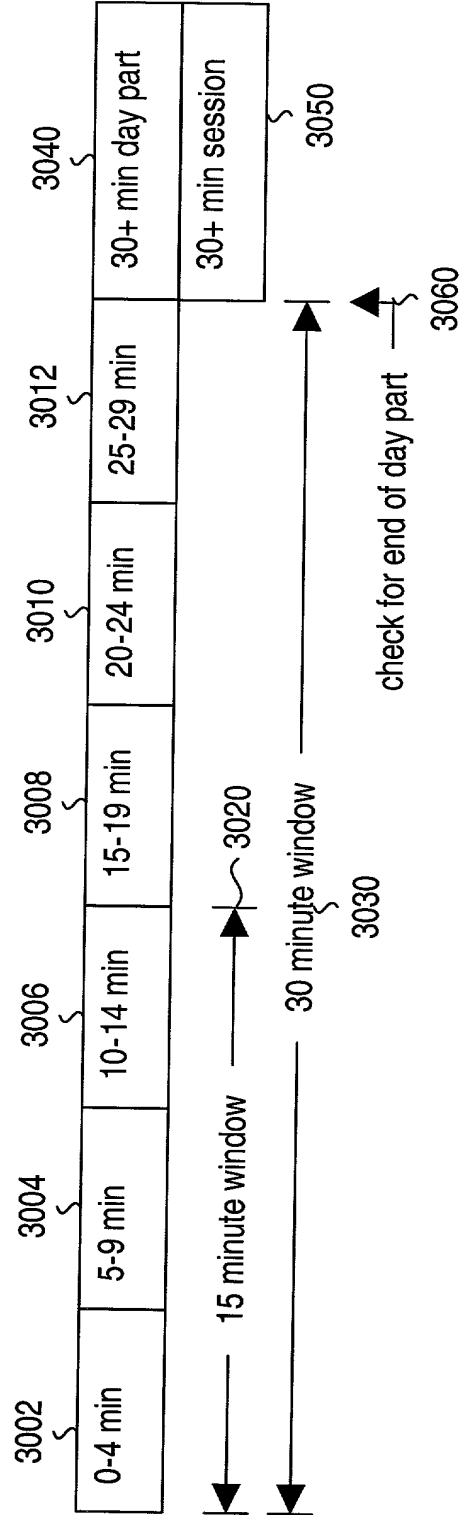
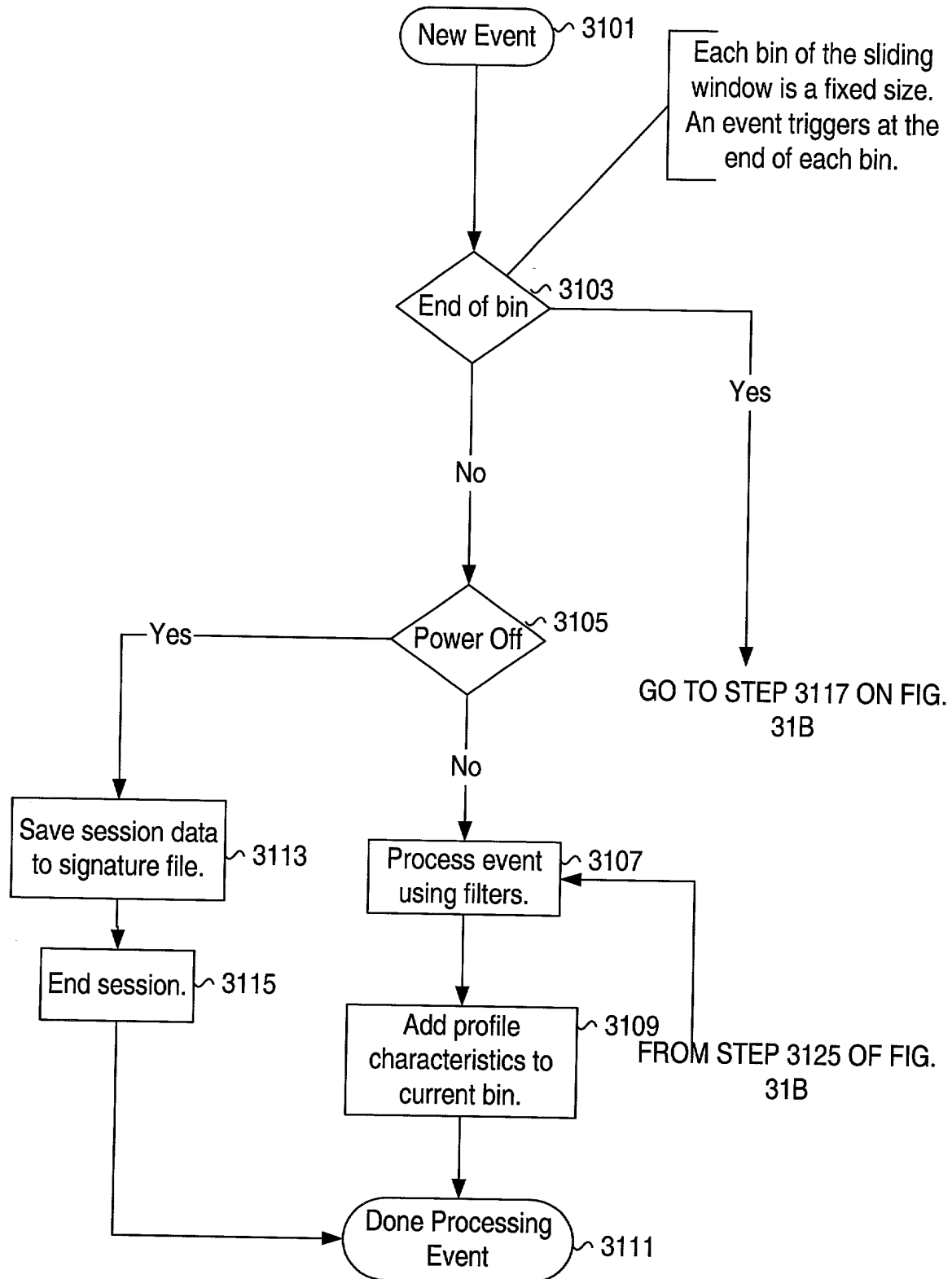


FIG. 30





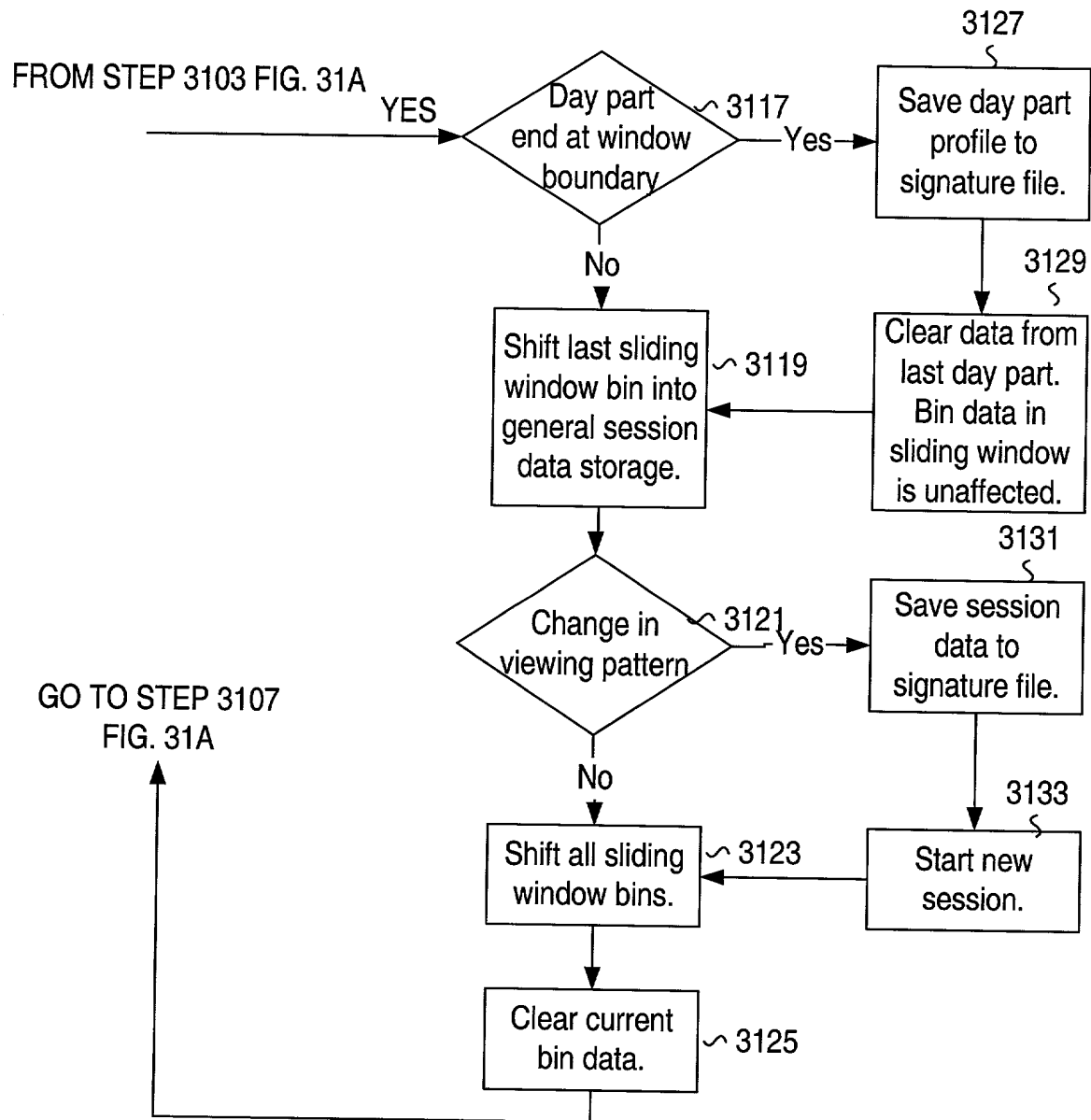


FIG. 31B

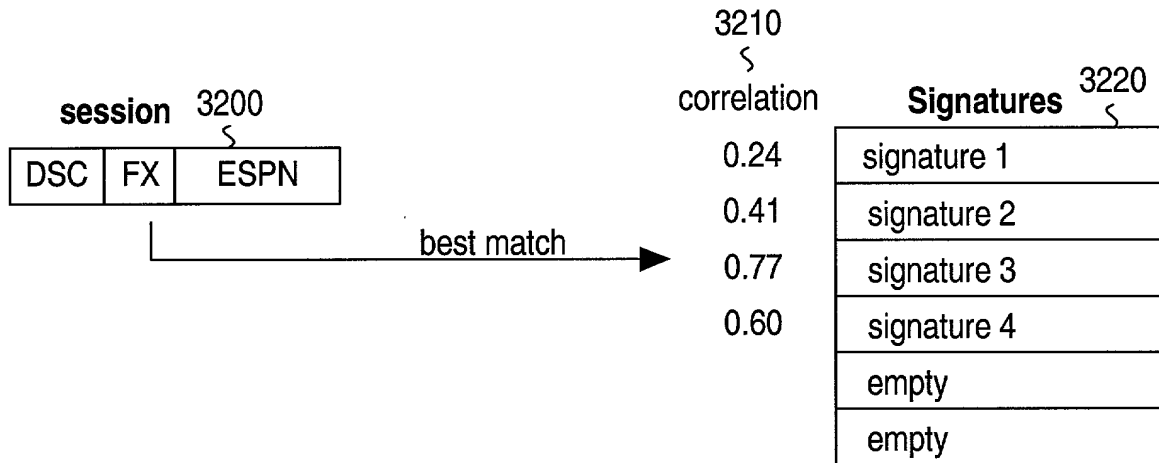


FIG. 32A

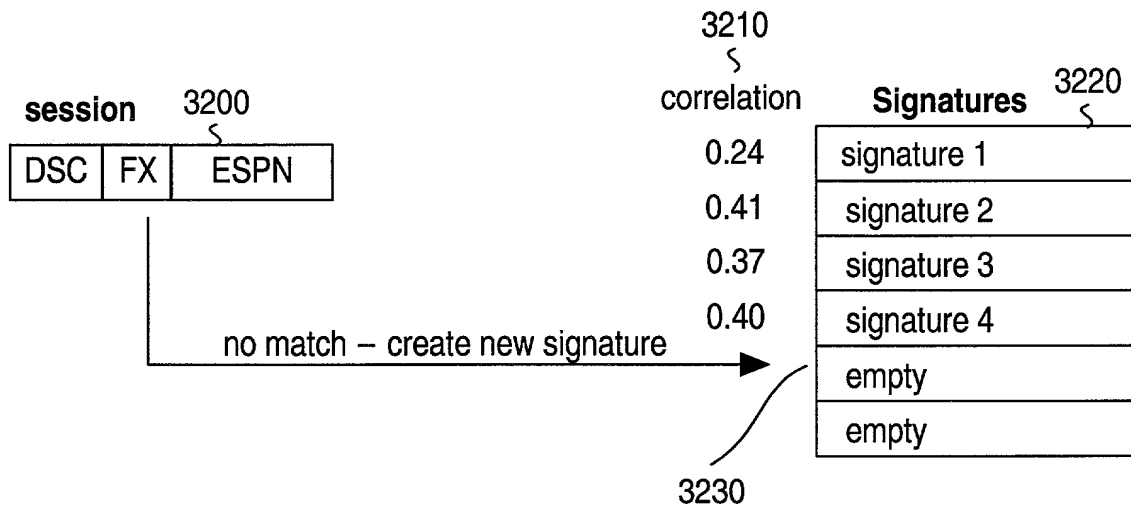


FIG. 32B

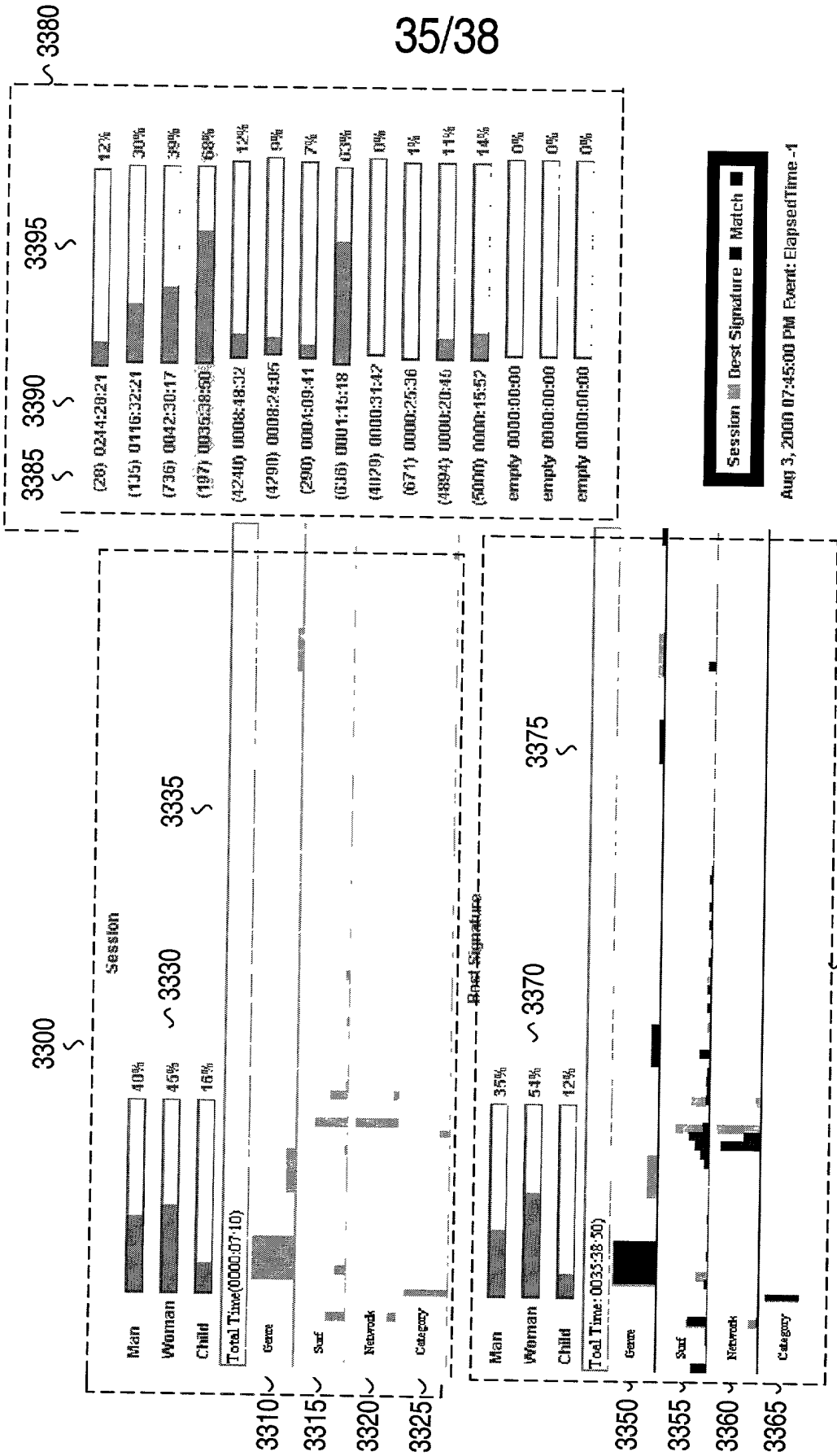


FIG. 33

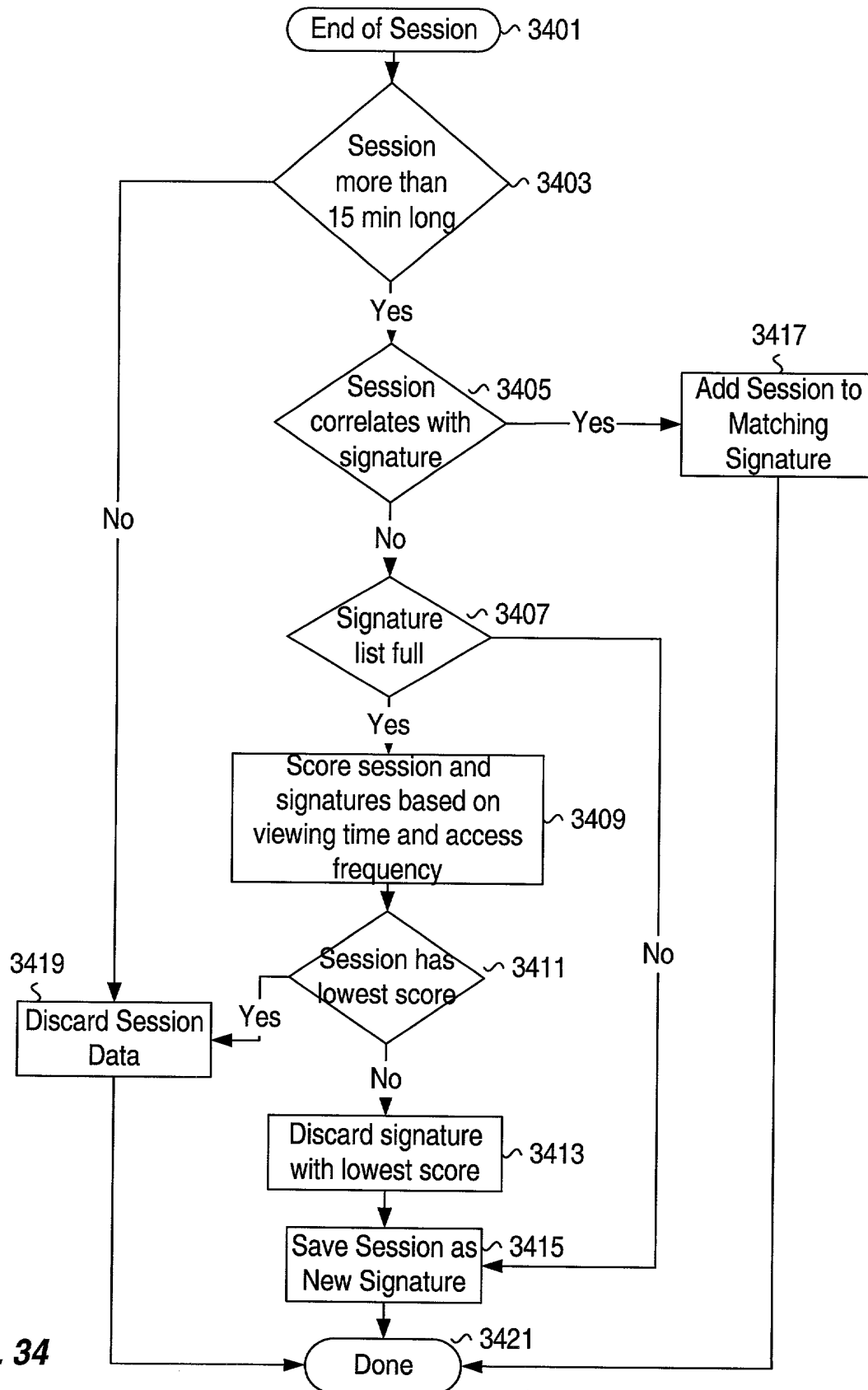


FIG. 34

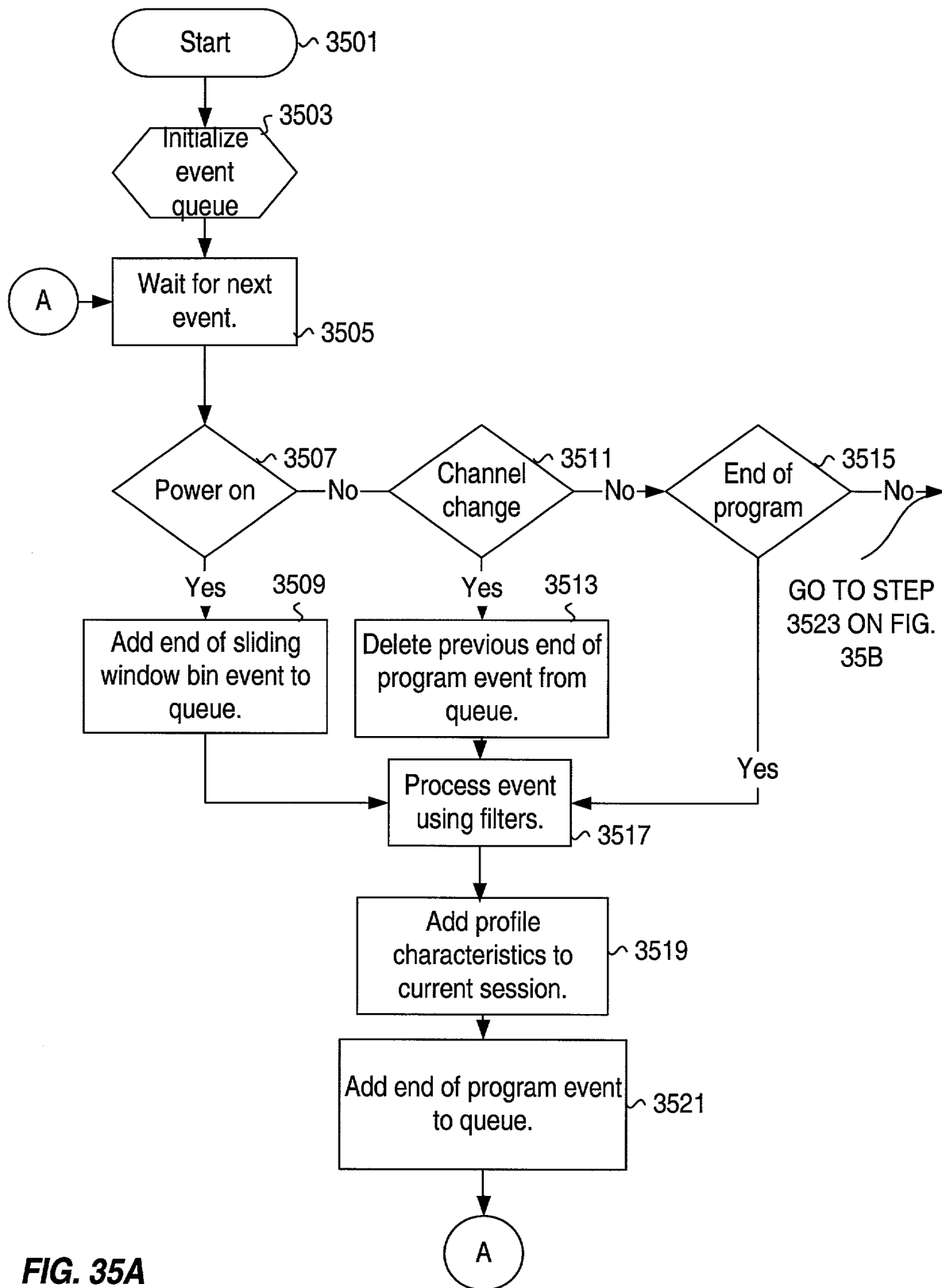


FIG. 35A

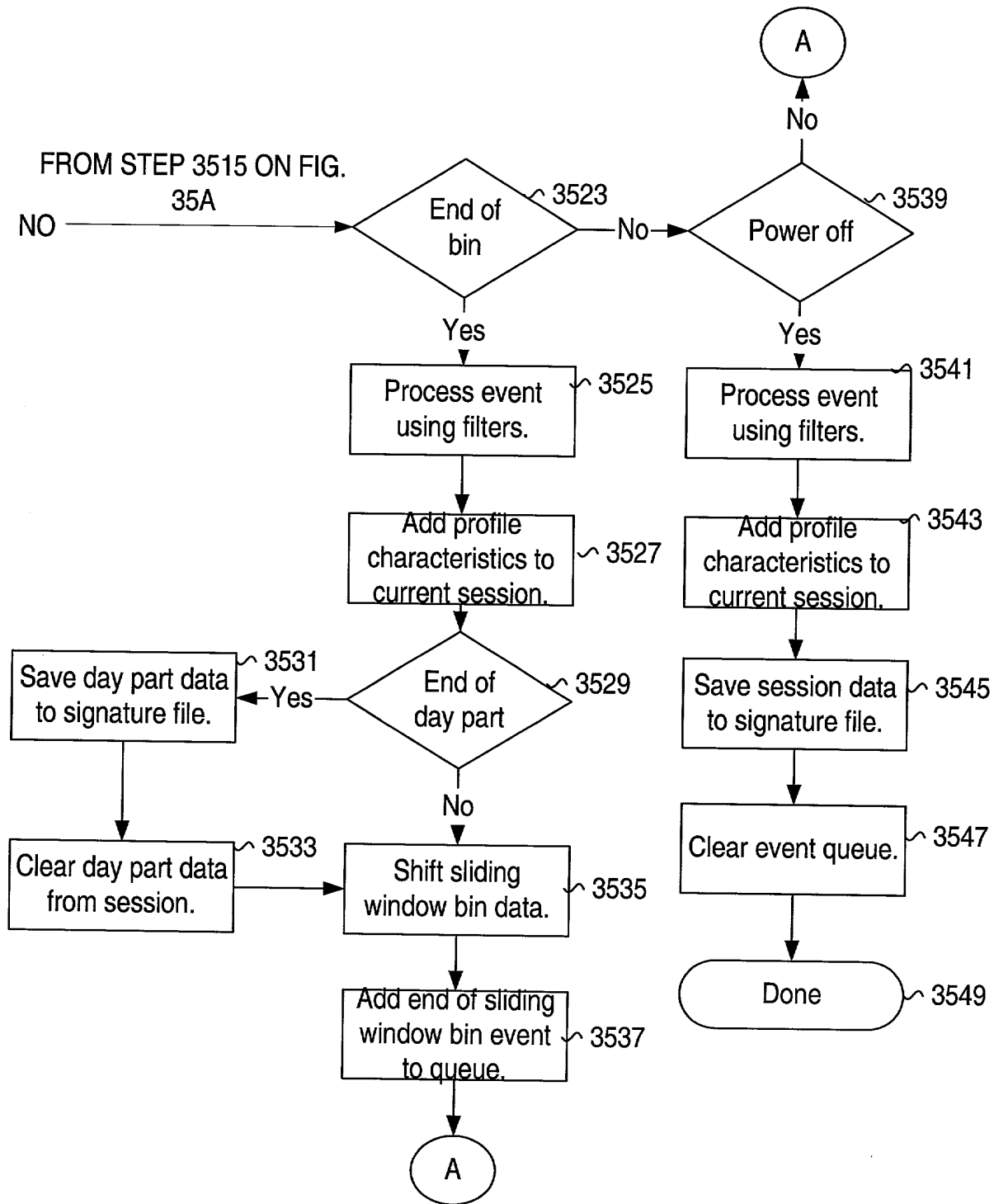


FIG. 35B